

ORDER

Orders
Order / Rev: 331508
Alt Order #:
Product Desc:
Estimate: 2694
Flight Dates: 10/18/16 - 10/24/16
Original Date / Rev: 10/14/16 / 10/14/16
Order Type: GENERAL

CBS - Salinas, CA

Primary AE: Kristy Santiago
Sales Office: SL-L
Sales Region: LOC

Agency Name: Screen Strategies Media
Buying Contact:
Billing Contact:
 15409 Whitechapel Court
 Centreville, VA 20120

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Panetta for Congress
Demographic: HH
Product Codes: PL01
Priority: P-4
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/24/16	32	\$2,440.00	\$2,074.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	32	\$2,440.00	\$2,074.00	0.00
Totals	32	\$2,440.00	\$2,074.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristy Santiago			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KION	10/18/16	10/24/16	M-F 7A-9A CBS This Morn M-F 7A-9A CBS This Morn	CM	7A-9A	M-WTF--	:30	3	\$25.00	P-4	0.00	NM	4	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	--WTF--					3	\$25.00		0.00			
		Week: 10/24/16	10/30/16	M-----					1	\$25.00		0.00			
N 2	KION	10/18/16	10/24/16	M-F 9a-10a M-F 9a-10a	CM	9a-10a	-T-----	:30	1	\$15.00	P-4	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-T-----					1	\$15.00		0.00			
		Week: 10/24/16	10/30/16	-----					0	\$0.00		0.00			
N 3	KION	10/18/16	10/24/16	M-F 10a-11a M-F 10a-11a	CM	10a-11a	M-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----					0	\$0.00		0.00			
		Week: 10/24/16	10/30/16	M-----					1	\$200.00		0.00			
N 4	KION	10/18/16	10/24/16	M-F 11a-12p M-F 11a-12p	CM	11a-12p	---T---	:30	1	\$35.00	P-4	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	---T---					1	\$35.00		0.00			
		Week: 10/24/16	10/30/16	-----					0	\$0.00		0.00			
N 5	KION	10/18/16	10/24/16	M-F 1p-2p M-F 1p-2p	CM	1p-2p	----F--	:30	1	\$35.00	P-4	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	----F--					1	\$35.00		0.00			
		Week: 10/24/16	10/30/16	-----					0	\$0.00		0.00			

Order / Rev: 331508
 Alt Order #:
 Flight Dates: 10/18/16 - 10/24/16

Advertiser: Panetta for Congress
 Product Desc:
 Estimate: 2694

CBS - Salinas, CA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KION	10/18/16	10/24/16	M-F 2p-3p M-F 2p-3p	CM	2p-3p	--W----	:30	1	\$35.00	P-4	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	--W----					1	\$35.00		0.00			
		Week: 10/24/16	10/30/16	-----					0	\$0.00		0.00			
N 7	KION	10/18/16	10/24/16	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M-W----	:30	1	\$60.00	P-3	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	--W----					1	\$60.00		0.00			
		Week: 10/24/16	10/30/16	M-----					1	\$60.00		0.00			
N 8	KION	10/18/16	10/24/16	M-F 3p-4p M-F 3p-4p	CM	3p-4p	-T-T---	:30	2	\$60.00	P-3	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-T-T---					2	\$60.00		0.00			
		Week: 10/24/16	10/30/16	-----					0	\$0.00		0.00			
N 9	KION	10/18/16	10/24/16	M-F 6p-630p News M-F 6p-630p News	CM	6p-630p	----F--	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	----F--					1	\$130.00		0.00			
		Week: 10/24/16	10/30/16	-----					0	\$0.00		0.00			
N 10	KION	10/18/16	10/24/16	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M-----	:30	1	\$40.00	P-4	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----					0	\$0.00		0.00			
		Week: 10/24/16	10/30/16	M-----					1	\$40.00		0.00			
N 11	KION	10/18/16	10/24/16	M-F 730p-8p M-F 730p-8p	CM	730p-8p	-T-----	:30	1	\$40.00	P-4	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-T-----					1	\$40.00		0.00			
		Week: 10/24/16	10/30/16	-----					0	\$0.00		0.00			
N 12	KION	10/18/16	10/24/16	POLITICAL PGM POLITICAL PGM	CM	POLITICAL PGM (6:00 PM-8:00 PM)	--W----	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	--W----					1	\$250.00		0.00			
		Week: 10/24/16	10/30/16	-----					0	\$0.00		0.00			
N 13	KION	10/18/16	10/24/16	FR Prime Hour 2 FR Prime Hour 2	CM	9P-10P	----F--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	----F--					1	\$350.00		0.00			
		Week: 10/24/16	10/30/16	-----					0	\$0.00		0.00			
N 14	KION	10/18/16	10/24/16	SA Prime Hour 3 SA Prime Hour 3	CM	10P-11P	-----S-	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----S-					1	\$100.00		0.00			
		Week: 10/24/16	10/30/16	-----					0	\$0.00		0.00			
N 15	KION	10/18/16	10/24/16	SU Prime Hour 3 SU Prime Hour 3	CM	9P-10P	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----S					1	\$250.00		0.00			
		Week: 10/24/16	10/30/16	-----					0	\$0.00		0.00			
N 16	KION	10/18/16	10/24/16	M-F 11P-1135P News M-F 11P-1135P	CM	11P-1135P	MTWTF--	:30	4	\$80.00	P-3	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-TWTF--					4	\$80.00		0.00			
		Week: 10/24/16	10/30/16	M-----					1	\$80.00		0.00			
N 17	KION	10/18/16	10/24/16	SA 11P-1130P News SA 11p-1130p News	CM	11P-1130P	-----S-	:30	1	\$35.00	P-4	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----S-					1	\$35.00		0.00			
		Week: 10/24/16	10/30/16	-----					0	\$0.00		0.00			

Order / Rev: 331508
Alt Order #:
Flight Dates: 10/18/16 - 10/24/16

Advertiser: Panetta for Congress
Product Desc:
Estimate: 2694

CBS - Salinas, CA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 18	KION	10/18/16	10/24/16	SU 11P-1130P News SU 11p-1130p News	CM	11P-1130P	-----S	:30	1	\$35.00	P-4	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	-----S		1				\$35.00		0.00			
	Week:	10/24/16	10/30/16	-----		0				\$0.00		0.00			
N 19	KION	10/18/16	10/24/16	M-F 1135P-1235A M-F 1135P-1235A	CM	1135P-1235A	MTWTF--	:30	4	\$30.00	P-3	0.00	NM	5	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	-TWTF--		4				\$30.00		0.00			
	Week:	10/24/16	10/30/16	M-----		1				\$30.00		0.00			
Totals														32	\$2,440.00

Panetta for Congress

331508



Station KION-TV
Market Monterey-Salinas
Flight Dates 10/18/2016 - 10/24/2016 Revised (Est. 2694)

Buyer Caroline Bahng
Email caroline@screenstrategies.com
Phone 703-272-7300

Program Name	DP	Days Length	Rate	Tue 10/18	Wed 10/19	Thu 10/20	Fri 10/21	Sat 10/22	Sun 10/23	Mon 10/24	Total
CBS This Morning 7:00 AM - 9:00 AM	EM	M-F 30	\$25.00 \$100.00		1	1	1			1	4
Live with Kelly 9:00 AM - 10:00 AM	DT	M-F 30	\$15.00 \$15.00	1							1
Price is Right 10:00 AM - 11:00 AM	DT	M-F 30	\$200.00 \$200.00							1	1
Sold Out: Lowest Rate to Clear per KION											
Young & Restless 11:00 AM - 12:00 PM	DT	M-F 30	\$35.00 \$35.00			1					1
The Talk 1:00 PM - 2:00 PM	DT	M-F 30	\$35.00 \$35.00				1				1
Let's Make a Deal 2:00 PM - 3:00 PM	DT	M-F 30	\$35.00 \$35.00		1						1
Judge Judy 4:00 PM - 5:00 PM	EF	MTuWF 30	\$60.00 \$120.00		1					1	2
Sold Out: Lowest Rate to Clear per KION											
Dr. Phil 3:00 PM - 4:00 PM	EF	M-F 30	\$60.00 \$120.00	1		1					2
Sold Out: Lowest Rate to Clear per KION											
KION 6p News 6:00 PM - 6:30 PM	EN	MTuWF 30	\$130.00 \$130.00				1				1
Sold Out: Lowest Rate to Clear per KION											
Ent Tonight 7:00 PM - 7:30 PM	PA	M-F 30	\$40.00 \$40.00							1	1

Panetta for Congress



Station	KION-TV	Buyer	Caroline Bahng
Market	Monterey-Salinas	Email	caroline@screenstrategies.com
Flight Dates	10/18/2016 - 10/24/2016 Revised (Est. 2694)	Phone	703-272-7300

Program Name	DP	Days Length	Rate	Tue 10/18	Wed 10/19	Thu 10/20	Fri 10/21	Sat 10/22	Sun 10/23	Mon 10/24	Total
Insider 7:30 PM - 8:00 PM	PA	M-F 30	\$40.00 \$40.00	1							1
CBS Special 6:00 PM - 8:00 PM 10/19: Presidential Debate	PT	W 30	\$250.00 \$250.00		1						1
Hawaii Five-0 9:00 PM - 10:00 PM Sold Out: Lowest Rate to Clear per KION	PT	F 30	\$350.00 \$350.00				1				1
48 Hours 10:00 PM - 11:00 PM	PT	Sa 30	\$100.00 \$100.00					1			1
Madam Secretary 9:00 PM - 10:00 PM	PT	Su 30	\$250.00 \$250.00						1		1
KION 11p News 11:00 PM - 11:35 PM Sold Out: Lowest Rate to Clear per KION	LN	M-F 30	\$80.00 \$400.00	1	1	1	1			1	5
Saturday 11p News 11:00 PM - 11:30 PM	LN	Sa 30	\$35.00 \$35.00					1			1
Sunday 11p News 11:00 PM - 11:30 PM	LN	Su 30	\$35.00 \$35.00						1		1
Stephen Colbert 11:35 PM - 12:35 AM Sold Out: Lowest Rate to Clear per KION	LF	M-F 30	\$30.00 \$150.00	1	1	1	1			1	5
Station Totals			\$2,440.00	5	6	5	6	2	2	6	32

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KION-TV	Date: 10/14/2016
---	-------------------------

I, Screen Strategies Media,
being/on behalf of: Jimmy Panetta,
a legally qualified candidate of the Democratic
political party for the office of: Congress
in the General
election to be held on: 11/8/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available): \$1,972.00

I represent that the payment for the above described broadcast time has been furnished by:

Jimmy Panetta for Congress

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Rob Lee

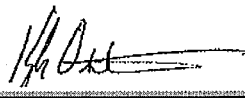
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/14/2016

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected


Signature


Printed Name


Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, **Jimmy Panetta for Congress**

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ **does**

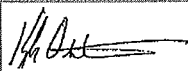
☒ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Kyle Osterhout

printed name

10/13/2016

date